

Fall 2002

News from around the Southeast

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was entitled "Wherever the Sand is Damp": Union Naval Operations in the Red River Campaign, 12 March-22 May 1864."

Kimberly Whalen has been appointed business librarian for the Goizueta Business Library at Emory University. She earned her MLIS at the University of Pittsburgh in August, 2002, and a BA in marketing from the Illinois Institute of Technology. Previously she worked in development and marketing at the University of Chicago's Graduate School of Business and the Illinois Institute of Technology's Stuart School of Business.

Allyson Wilcox is the new instruction librarian at Ingram Library at the State University of West Georgia. Allyson is a recent graduate of the University of North Carolina at Greensboro.

Dr. Barbara Wildemuth, a professor at UNC-Chapel Hill's School of Information and Library Science (SILS), has been named the school's new associate dean for undergraduate studies. Her appointment follows the introduction this fall of the school's new major in information science.

University of Alabama People News: **Mary Alice Fields** is now head of information services, Gorgas Library. **Helga Visscher** is head of McLure Education Library. **Martha Bace** has been appointed head of cataloging and **Mary Alexander** is now coordinator of metadata services at the University Libraries, University of Alabama. Interlibrary loan has been moved to the circulation department and **Janice Simpson** is the department head.

The NCSU Libraries announces the appointment of the 2002/2004 class of NCSU Libraries Fellows. **Anna Dahlstein** began her fellowship on August 5, 2002; **Kelsey Libner** started his on July 8, 2002; and **Monica I. Lopez** began her fellowship on August 27, 2002. Dahlstein earned her B.A. in government from Harvard University. Her M.A. in library and information studies is from the University of Wisconsin-Madison. Libner's B.A. is in English from Yale University. He holds two masters degrees—an M.S. in cognitive psychology from the

University of Oregon and an M.S. in information from the University of Michigan. Lopez holds a B.A. in Spanish education from Florida State University, and a MALIS from the University of South Florida.

SELA Announces 2002-2004 Officers

President – Ann Hamilton, Associate Dean of the Library, Georgia Southern University

Vice President-President Elect – Judith Gibbons, Field Services Director, Kentucky Dept for Libraries & Archives

Treasurer – Diane N. Baird, User Services Librarian, Middle Tennessee State University Libraries

Secretary – Faith Line, Director, Sumter County (SC) Library

News from around the Southeast

ALA Council Candidates

The following candidates from the Southeast have been slated by the ALA Nominating Committee for the 2003 Election for ALA Council: Ismail Abdullahi, Clark Atlanta University; Rosie L. Albritton, Florida Memorial College; Fannie M. Cox, University of Louisville; Charles Forrest, Emory University; Heidi Lee Hoerman, College of Library and Information Science, University of South Carolina; Joyce E. Jelks, Retired, Atlanta-Fulton Public Library; Ellen Johnson, University of Central Arkansas; Marie F. Jones, East Tennessee State University; Catherine A. Lee, Wesleyan College; Edward G. McCormack, University of Southern Mississippi/Gulf Coast; Vicki L. Nesting, St. Charles Parish Library, Destrehan, LA; Dale Poulter, Vanderbilt University; Phyllis L. Ruscella, University of South Florida; and Karolyn S. Thompson, University of Southern Mississippi. Ballots will be mailed to ALA members in March

Southeastern Libraries Join National Public Education Campaign Promoting Academic and Research Libraries

Many Southeastern academic libraries have joined a national public awareness effort to promote an understanding of the value of college and research libraries and librarians in the 21st century. The initiative is part of a national program sponsored by the American Library Association (ALA) called @ your library™, The Campaign for America's Libraries.

Developed in collaboration with ACRL, the academic and research campaign has several key external goals. These include: promoting awareness of the unique role of academic libraries and their contributions to society; increasing visibility and support for academic and research libraries and librarians; helping librarians better market their services on-site and online; and positioning academic and research librarianship as a desirable career opportunity. The campaign also will position academic and research libraries and librarians more prominently in the American

Library Association (ALA) national public awareness efforts.

As part of the planning process, approximately 40 academic and research librarians were invited to participate in a strategic planning and marketing retreat hosted by 3M Library Systems in October 2002. (See photo below). Participants discussed key issues concerning library marketing and publicity efforts on campus, including how to identify key users or "customers," how to develop appropriate messages, what vehicles of communication should be used to promote academic and research libraries, and how to prepare long-term marketing plans.

Participants in the 3M Library Systems retreat from the Southeast included Catherine Lee, Wesleyan College (Macon, GA); William Miller, Florida Atlantic University; Emma Bradford Perry, Southern University and A&M College (Baton Rouge, LA); Lance Query, Tulane University; Willie Hardin, University of Central Arkansas; and Aubrey Mitchell, University of Tennessee.

